



Community Engagement &
Outreach Efforts 2022

In 2022, the Vision Zero Team engaged with more than 3,000 people in person. These activities included:

- Two Mayor's Special Events:
 - Tour de Houston and,
 - Mayor's Back to School Fest.
- Hosting the World Day of Remembrance for Road Traffic Victims in front of the City Hall.
- Hosting the Premier of the SIDETRACKED Documentary in collaboration with AAA and HPD. This documentary is focused on distracted driving, featuring a behind-the-scenes look at the challenges of law enforcement along with interviews with victims, behavioral experts, patrol officers, and others.
- Presenting the Vision Zero Program and Action Plan to Superneighborhoods, traffic safety agencies, consultants, and institutions.
- Accepting media interviews in English and Spanish (in person, for podcasts, and on radio).
- Supporting six Bike Rodeos and Bicycle Safety workshops around the city, in partnership with Harris County Health Department, Harris County Precinct 1, AAA, Texas Children's Hospital, Bike Houston, TxDOT, and Greater Northside Management District.
- Attending several Community Events including Bike to Work Day, Tour de Northside, four National Night Outs, Starry Night at the Chinese Community Center, Health and Educational Fairs at the Consulate of Mexico, Houston Public Library events, and others.
- Participating as guest speakers for the Vision Zero Texas Cities Summit.
- Supporting two Bike Lane Pop-Ups

Community Engagement - Public Events



Collaboration with Agencies



Presentations & Press Conferences Related to Vision Zero



Interagency coordination for communications

Improving the Language

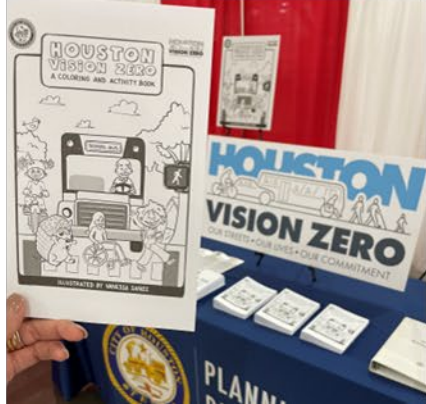
Status quo	Better practice	Effect of status quo
Accident: "Pedestrian killed in <u>accident</u> on Main Street."	Crash: "Pedestrian killed in <u>crash</u> on Main Street."	Obscures preventable nature of crashes
Non-agentive: "A pedestrian was hit and killed." (no agent)	Agentive: "A pedestrian was hit and killed <u>by a car</u> ."	Obscures role of a human actor
Focus on pedestrian: "A <u>pedestrian</u> was hit and killed by a car."	Focus on vehicle: "A <u>car</u> hit and killed a pedestrian."	Increases blame for the focus of the sentence
Object-based language: "A <u>car</u> jumped the curb."	Person-based language: "A <u>driver</u> drove over the curb."	Obscures role of a human actor
Counterfactual statements: "The pedestrian <u>darted into the street</u> ."	Not included	Increases perceived blame for the victim
Episodic framing: Treats the crash as an isolate incident.	Thematic framing: "This is the tenth fatal collision this year."	Prevents readers from connecting the dots between incidents and shifts attention to individuals.

Source: T. Goddard et al. Transportation Research Interdisciplinary Perspectives 3 (2019)

5



Mayor's Back To School Fest



Collaboration Vision Zero Texas Cities



Be Well / Safe Routes to School – Acres Home



Project at Garden City Drive – Acres Home





Bike Rodeos & Bicycle Workshops



Safety Trainings: HR Bicycle Safety / Sidetracked documentary

Bicycle Friendly Driver Part 1 Resources



Presenter:
Kristine Anthony-Miller
Commander, Houston Police Department
Board Member, Mayor's Bicycle Advisory Committee

Program Sponsors:
BikeHouston
BikeHouston Ambassador Program
Houston Police Department

A Bicycle Friendly Driver Educational Program

2 / 3 00:18 / 19:51

Bicycle Friendly Driver Part 1 Resources

VISION ZERO

- Mayor Sylvester Turner signed an Executive Order on 8/13/2019 to adopt Vision Zero Houston.
- A plan to end traffic deaths and serious injuries caused by crashes on Houston roads by the year 2030.
- This training course supports this mission.



AMBASSADOR

2 / 3 00:50 / 19:51

Bicycle Friendly Driver Part 1 Resources

VISION ZERO

- Engineer and design safe, accessible streets
- Evaluate crash data and engage the public in hearing about their street safety priorities
- Educate the public on laws, current VZ projects, and benefits of safely sharing our streets
- Enforce laws which protect all road users
- Improve safety for our most vulnerable populations and underrepresented communities



AMBASSADOR

2 / 3 01:40 / 19:51

National Night Out - Helmets for Kids



Improving Safety in our Streets



Bike Lane Pop-Ups



Residents involved in Streets Projects



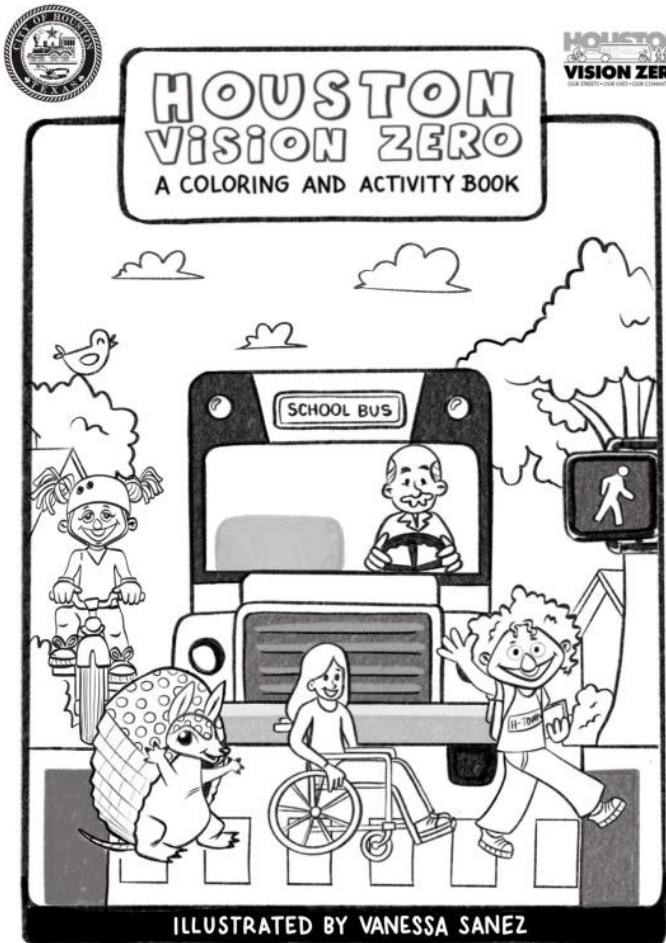
Schools involved in Streets Projects



World Remembrance Day of Road Traffic Victims



Vision Zero Coloring and Activity Book



VISION ZERO HOUSTON

I V S A F E R M D C V
 N E T H C R A S H P A
 C M R U L Y I W S E L
 L N O T S U O H V G U
 U L P A X B W A Y F E
 S O P E S T E E R T S
 I G U J C M Y P G A D
 V I S I O N Z E R O X
 E B W F Y T I L A U G
 H O U A C C E S S V Z

- ACCESS
- STREETS
- INCLUSIVE
- VISION ZERO
- VALUES
- QUALITY
- WAIT
- SUPPORT
- HOUSTON
- SAFER
- CRASH

HI FRIEND, MY NAME IS NEIL!

VISION ZERO HOUSTON IS A PLAN CREATED IN 2020 FOR SAFER STREETS FOR ALL HOUSTONIANS.

PLEASE FIND THE WORDS RELATED TO VISION ZERO HOUSTON.

CROSSING SAFETY

BUS SAFETY RULES

1. BE ON TIME.
2. STAND BACK, WAIT FOR THE DOOR TO OPEN.
3. DON'T PUSH OR SHOVE.
4. ALWAYS CROSS AT LEAST 40 FEET IN FRONT OF THE BUS.
5. LOOK BOTH WAYS (RIGHT AND LEFT) BEFORE CROSSING THE STREET.
6. WAIT FOR THE BUS TO STOP BEFORE GETTING OFF.
7. STAND WHERE YOUR BUS DRIVER CAN SEE YOU.
8. WATCH FOR THE BUS DRIVER TO SIGNAL BEFORE CROSSING.

THE DISTRACTED DRIVERS

PLEASE IDENTIFY WHAT ACTIONS CAN DISTRACT A DRIVER.

DISTRACTED DRIVING IS ONE OF THE MOST COMMON CAUSES OF CRASHES IN HOUSTON AND ACROSS THE COUNTRY.

THE ANSWER IS: ALL THESE ACTIONS DISTRACT DRIVERS. PLEASE AVOID THEM!

LEARN ABOUT TRAFFIC SIGNS

USE A CRAYON OR MARKER TO FILL IN THE TRAFFIC SIGNS WITH THE RIGHT COLOR (DON'T FORGET TO COLOR ME!).

1. STOP: Black
2. TRAFFIC LIGHT: RED: Red, Yellow and Green
3. PEDESTRIAN: BLUE: Blue
4. WHEELCHAIR: BLUE: Blue
5. BICYCLE: BLUE: Blue
6. HANDICAPPED: BLUE: Blue

BICYCLE SAFETY

HI, MY NAME IS LIZ!

1. TURN RIGHT
2. GO
3. TURN LEFT
4. STOP

ALWAYS USE HAND SIGNALS WHEN RIDING ON STREETS.

USE YOUR LEFT HAND TO DO THE SIGNALS!

CIRCLE THE CORRECT HAND SIGNALS.

THE ANSWER: SEE P. 63 FOR MORE.

TRAFFIC SAFETY VOCABULARY

HI, MY NAME IS CHARLIE!

ENGLISH	ESPAÑOL	VIETNAMESE	ENGLISH	ARABIC	MANDARIN
BIKE LANE	CICLOVÍA	làn xe đạp	BIKE LANE	مسار الدراجة	自行车道
TRAFFIC LIGHTS	SEMAFÓRO	đèn giao thông	TRAFFIC LIGHTS	إشارات المرور الضوئية	交通信号灯
SPEED HUMP	REDUCTOR DE VELOCIDAD	chướng ngại tốc độ	SPEED HUMP	مطبق تخفيف السرعة	减速墩
SIDEWALK	ACERA	đường đi bộ	SIDEWALK	رصيف	人行道
PEDESTRIAN	PEATÓN	người đi bộ	PEDESTRIAN	مشاة	行人
CROSSWALK	PASEO PEATONAL	đường qua đường	CROSSWALK	صمر المشاة	人行横道线
SAFETY BELT	CINTURÓN DE SEGURIDAD	đai an toàn	SAFETY BELT	حزام أمان	安全带
CRASH	CHOQUE	tai nạn	CRASH	اصطدام	撞击
HELMET	CASCO	mũ bảo hiểm	HELMET	خوذة	头盔
ROAD	CARRERA	đường	ROAD	طريق	路
STREET	CALLÉ	đường phố	STREET	شارع	街道
TRAFFIC SIGNS	SEÑALES DE TRÁNSITO	biển báo thông	TRAFFIC SIGNS	إشارات المرور	交通指示牌

SAFETY IS IMPORTANT TO EVERYONE AND IN EVERY LANGUAGE!

HOUSTON

VISION ZERO

TRAFFIC SAFETY EDUCATIONAL VIDEOS FOR

KIDS!

Soon 2023

Liz

Neil

Charlie



Thank You



832-393-6600 | www.visionzerohouston.com